WHAT IS CLAIMED IS:

1.   A method of generating a web site, comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data including dynamic content data from an external data source in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site.

2.   The method as claimed in claim 1, wherein the external data source is a web site.

3.   The method as claimed in claim 1, wherein the description defines a format of the dynamic content data.

4.   The method as claimed in claim 3, wherein the format of the dynamic content data includes a look and feel of the dynamic content data.

5.   The method as claimed in claim 3, wherein the format of the dynamic content data is different from a received format of the dynamic content data from the external data source.

6.   The method as claimed in claim 3, wherein the format of the dynamic content data matches a format of the web site.

7. The method as claimed in claim 6, wherein the format of the web site is defined by at least one of the characteristics of at least one of the web site dimensions.

8. The method as claimed in claim 1, further comprising the step of storing the description of the web site.

9. The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

10. The method as claimed in claim 1, wherein the data entry includes one or more user profiles.

11. The method as claimed in claim 1, wherein the data entry includes one or more navigation histories.

12. A method of generating a web site, comprising the steps of:

receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data;

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

retrieving web site data, including dynamic content data from the designated external data source, in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated the web site.

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13.   A system for generating a web site, comprising:

an input for receiving data entry; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data including dynamic content data from an external data source in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site.

14.   The system as claimed in claim 13, wherein the external data source is a web site.

15.   The system as claimed in claim 13, wherein the description defines a format of the dynamic content data.

16.   The system as claimed in claim 15, wherein the format of the dynamic content data includes a look and feel of the dynamic content data.

17.   The system as claimed in claim 15, wherein the format of the dynamic content data is different from a received format of the dynamic content data from the external data source.

18.   The system as claimed in claim 15, wherein the format of the dynamic content data matches a format of the web site.

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19.   The system as claimed in claim 18, wherein the format of the web site is defined by at least one of the characteristics of at least one of the web site dimensions.

20.   The system as claimed in claim 13, wherein the multi-purpose computing device is adapted to further perform the step of storing the description of the web site.

21.   The system as claimed in claim 13, wherein the data entry includes one or more user preferences.

22.   The system as claimed in claim 13, wherein the data entry includes one or more user profiles.

23.   The system as claimed in claim 13, wherein the data entry includes one or more navigation histories.

24.   A system for generating a web site, comprising:

an input for receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

retrieving web site data, including dynamic content data from the designated external data source, in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

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presenting the generated the web site.

25.   A system for generating a web site, comprising:

means for receiving data entry;

means for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

means for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

means for retrieving web site data including dynamic content data from an external data source in accordance with the generated description of the web site;

means for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

means for presenting the generated web site.

26.   A system for generating a web site, comprising:

means for receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data;

means for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;
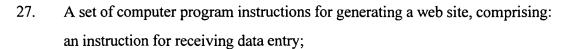
means for defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

means for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

means for retrieving web site data, including dynamic content data from the designated external data source, in accordance with the generated description of the web site;

means for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

means for presenting the generated the web site.

27. A set of computer program instructions for generating a web site, comprising:

an instruction for receiving data entry;

an instruction for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

an instruction for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

an instruction for retrieving web site data including dynamic content data from an external data source in accordance with the generated description of the web site;

an instruction for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

an instruction for presenting the generated web site.

28. A set of computer program instructions for generating a web site, comprising:

an instruction for receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data;

an instruction for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

an instruction for defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

an instruction for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

an instruction for retrieving web site data, including dynamic content data from the designated external data source, in accordance with the generated description of the web site;

an instruction for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

an instruction for presenting the generated the web site.

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